

CLAIMS:

Having thus described our invention, what we claim as new, and desire to secure by Letters Patent is:

1. A method for extending off-line experiences between parties in an on-line context over a public communications network, said method including the steps of:
 - a) accessing a list of folder structures for on-line viewing via a web-browser device, each said folder structure associated with a particular location where a prior off-line experience had taken place and including one or more messages submitted by persons that relate to continuing a specific prior interaction involving said person and another at said location;
 - b) enabling said another person to select a folder and initiating display via said web-browser device of all messages submitted by users regarding their prior interactions at a selected location;
 - c) enabling said another person to select a message recognized as being submitted by said person and relating to a specific prior off-line experience with said person; and
 - d) in response to said selection, providing a link enabling user generation of a confidential reply message for continuing said prior off-line experience between said person and said another in an on-line context via said public communication network.

1 2. The method for extending off-line experiences between parties as claimed in
2 Claim 1, wherein prior to said step a), the step of:

3
4 enabling a first person to generate a message by specifying information including:
5 a time and location where said prior off-line experience with a second person had
6 taken place; and,

7
8 communicating said message over a public network for storage in said public
9 accessible folder associated with the specified location.

1 3. The method for extending off-line experiences between parties as claimed in
2 Claim 1, wherein said location includes a particular venue.

1 4. The method for extending off-line experiences between parties as claimed in
2 Claim 1, wherein said location includes a particular event.

1 5. The method for extending off-line experiences between parties as claimed in
2 Claim 2, wherein each person submitting a message has an associated inbox for
3 receiving and storing e-mail messages, said step d) of providing a link enabling
4 generation of said reply message includes:

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6 displaying entry window enabling a second person to enter a reply message via
7 said web-browser device;

8
9 formulating an e-mail including said reply message; and,
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10 transmitting said e-mail over said public communications network for automatic
11 input to an inbox of said person for subsequent retrieval, wherein said inbox is not
12 publicly accessible.

1 6. The method for extending off-line experiences between parties as claimed in
2 Claim 2, wherein prior to said accessing step a), the step of organizing said list of
3 public folders for display as a hierarchy of zones and locations within each zone,
4 said accessing including the step of navigating to a particular location via said
5 hierarchy.

1 7. The method for extending off-line experiences between parties as claimed in
2 Claim 6, further including the step of creating a new public folder associated with
3 a new location not listed in said view of publicly available folders.

1 8. The method for extending off-line experiences between parties as claimed in
2 Claim 3, further including the step of initiating the display of advertisements
3 associated with products and services of third party entities via said web-browser
4 device.

1 9. The method for extending off-line experiences between parties as claimed in
2 Claim 8, further including the steps of selecting and displaying advertisements
3 targeted for users having a presumed set of characteristics associated with a
4 current selected venue location.

1 10. A system for extending off-line experiences between parties including:
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3 memory storage device including a plurality of folders, each folder
4 associated with a particular location and each functioning as a repository of
5 messages submitted by users that relate to continuing a specific prior interaction
6

6 involving said person and another at said location;

7
8 server means enabling communication over a public network of a list of
9 said folders for on-line viewing via a web-browser, each said folder being
10 selectable by a user via a selection device;

11
12 mechanism responsive to user selection of a folder for displaying all
13 messages submitted by users that are associated with the selected folder, each said
14 message being selectable by a user via said selection device and including a link
15 facilitating continuation of said prior off-line experience between said parties at
16 said location;

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18 mechanism enabling a user to activate said link and initiate generation of a
19 user reply message for continuing said prior off-line experience in an on-line
20 context via said communication network.

1 11. The system as claimed in Claim 10, further comprising:

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3 means for enabling generation of messages including specification of a time and
4 location where said prior off-line experience with a second person had taken
5 place; and,

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7 communication device for enabling transmission of said message over a network
8 for storage in said folder associated with the specified location.

1 12. The system as claimed in Claim 10, wherein said location includes a particular
2 venue.

1 13. The system as claimed in Claim 10, wherein said location includes a particular
2 event.

1 14. The system as claimed in Claim 11, wherein said user reply message
2 comprises an e-mail, said system further comprising: privately accessible inbox
3 storage device associated with a user sending messages for receiving and storing
4 e-mail reply messages and accessing said messages via said communications
5 network, wherein said user generated reply messages are input automatically to an
6 inbox of said person for subsequent retrieval.

1 15. The system as claimed in Claim 11, further comprising mechanism for
2 organizing said list of folders as a hierarchy of zones and locations within each
3 zone.

1 16. The system as claimed in Claim 13, further including means for creating a
2 new folder structure associated with a location not listed in said view of publicly
3 available folders.

1 17. The system as claimed in Claim 12, further including an ad rotator mechanism
2 for displaying advertisements associated with products and services of third party
3 entities for viewing by a user via said web-browser, said ad rotator mechanism
4 selecting and displaying advertisements targeted for users having a presumed set
5 of characteristics associated with a current selected venue location.

1 18. A program storage device readable by a machine, tangibly embodying a
2 program of instructions executable by the machine to perform method steps for
3 extending off-line experiences between parties in an on-line context over a public
4 communications network, said method steps comprising:
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- 6 a) accessing a list of folder structures for on-line viewing via a web-browser
7 device, each said folder structure associated with a particular location where a
8 prior off-line experience had taken place and including one or more messages
9 submitted by persons that relate to continuing a specific prior interaction
10 involving said person and another at said location;
- 11 b) enabling said another person to select a folder and initiating display via said
12 web-browser device of all messages submitted by users regarding their prior
13 interactions at a selected location;
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- 15 c) enabling said another person to select a message recognized as being submitted
16 by said person and relating to a specific prior off-line experience with said person;
17 and
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- 19 d) in response to said selection, providing a link enabling user generation of a
20 confidential reply message for continuing said prior off-line experience between
21 said person and said another in an on-line context via said on-line communication
22 network.

1 19. A web-based connection service for extending off-line experiences between
2 persons in an on-line context comprising:

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4 server device for transmitting web-based communications over a public
5 communications network, for causing the display, via a receiving web-browser
6 device, of message notes posted by persons having had a prior interaction with
7 another at a particular location or event, said message notes organized for display
8 in accordance with a particular location or event and being public accessible for
9 selection by users;

10
11 mechanism associated with each message for enabling user generation of a reply

12 e-mail message by another and dispatch of said message confidentially for receipt
13 by a poster of the selected message, whereby a private dialogue between parties
14 wishing to extend off-line experiences at said venue via e-mail is enabled.

1 20. The web-based connection service as claimed in Claim 19 further comprising
2 a privately accessible inbox storage device associated with a user posting
3 messages for receiving and storing reply e-mail messages and enabling access to
4 said messages via said web-browser device.

1 21. The web-based connection service as claimed in Claim 19 further comprising
2 a mechanism for initiating display of advertisements associated with products and
3 services of third party entities for viewing by a user via said web-browser, said ad
4 rotator mechanism selecting and displaying advertisements targeted for users
5 having a presumed set of characteristics associated with a current selected venue
6 or event.

1 22. A method for extending off-line experiences between persons in an on-line
2 context comprising:
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4 a) transmitting web-based communications over a public communications
5 network, for causing the display, via a receiving web-browser device, of message
6 notes posted by persons having had a prior interaction with another at a particular
7 location or event, said message notes organized for display in accordance with a
8 particular location or event and being public accessible for selection by users;
9 and, in response to user selection of a message note,

10
11 b) enabling user generation of a reply e-mail message by another and dispatch of
12 said message confidentially for receipt by a poster of the selected message,

13 whereby a private dialogue between parties wishing to extend off-line experiences
14 at said venue via e-mail is enabled.

1 23. The method as claimed in Claim 22, wherein step b) includes the step of:

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3 receiving and storing reply e-mail messages in a privately accessible inbox
4 storage device associated with a user posting messages; and,

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6 enabling user access to said messages via said web-browser device.

1 24. The method as claimed in Claim 22, further comprising the steps of:

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3 initiating display of advertisements associated with products and services of third
4 party entities for viewing by a user via said web-browser; and,

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6 selecting and displaying advertisements targeted for users having a presumed set
7 of characteristics associated with a current selected venue or event.